



Publications/Web site

VisitCalifornia
Web site

New Year, New Website

Visitcalifornia.com

The screenshot displays the VisitCalifornia.com website with a blue background. At the top, the "california" logo is accompanied by the tagline "FIND YOURSELF HERE". Navigation buttons for "HOME", "The 12 Regions OF CALIFORNIA", "THINGS TO DO", and "GETTING AROUND" are visible. A central collage of images includes a person in a yellow hat, a beach scene, a large building, and a bird. Below this, the "THE 12 REGIONS OF CA" section features a map and a list of regions: Bay Area, Central Coast, Central Valley, Desert, Gold Country, High Sierra, Inland Empire, Los Angeles, North Coast, Orange County, San Diego, and Shasta Cascade. The "GO THERE" section provides booking options for hotels, tickets, packages, car, and air, with fields for region selection, neighborhood selection, room and adult counts, and check-in/out dates. A "FEATURED CA EVENT" banner for the "AMGEN Tour of California" is also present. A footer bar contains links for "PRESS ROOM", "TRAVEL BASICS", "CA STORE", "STUDENTS", "TRAVEL INDUSTRY", "RESEARCH", "INTERNATIONAL VISITOR", and "ASSESSMENT".

california
FIND YOURSELF HERE

HOME The 12 Regions OF CALIFORNIA THINGS TO DO GETTING AROUND

Melrose

THE 12 REGIONS OF CA
Click for more information

NORTH COAST BAY AREA GOLD COUNTRY HIGH SIERRA CENTRAL

Bay Area
Central Coast
Central Valley
Desert
Gold Country
High Sierra
Inland Empire
Los Angeles
North Coast
Orange County
San Diego
Shasta Cascade

GO THERE
Book securely online or call: 877-CALIFORNIA

HOTELS TICKETS PACKAGES CAR AIR

-- Select CA Region --
-- Select Neighborhood --

Rooms: Adults: Children:
1 1 0

Check In: Check Out:
mm/dd/yyyy mm/dd/yyyy

More Options SEARCH HOTELS

FEATURED CA EVENT
AMGEN
Tour of California
February 18-25, 2007
www.amgentourofcalifornia.com

VIEW THE DIGITAL VISITOR'S GUIDE NOW!

PRESS ROOM TRAVEL BASICS CA STORE STUDENTS TRAVEL INDUSTRY RESEARCH INTERNATIONAL VISITOR ASSESSMENT

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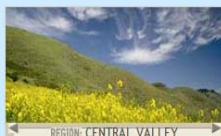


[Home](#) / [The 12 Regions](#) /

THE 12 REGIONS

A California vacation offers unparalleled diversity. Whether traveling to Southern California or Northern California, the diversity of culture, scenic beauty and things to do makes travel in California unlike any other place in the world.

BAY AREA CENTRAL COAST CENTRAL VALLEY DESERT GOLD COUNTRY HIGH SIERRA INLAND EMPIRE
LOS ANGELES NORTH COAST ORANGE COUNTY SAN DIEGO SHASTA CASCADE



REGION: CENTRAL VALLEY

TRAVEL ITINERARIES

Bountiful valley and sunny seaside
(Central Valley)

[View all itineraries](#)

MUST SEES

Boating in the Sacramento River Delta
Checking out the Yosemite paintings at
The Haggin Museum
Getting under it all at Fresno's Foresters
Underground Gardens

[View all must sees](#)

EVENTS

Mar 10th - Angels Camp: Calaveras
Celtic Faire
Oct 21st - 17th Annual Civil War
Revisited

[View all events](#)

More ways to SAVE
at CA Fun Spots!



[CLICK HERE!](#)

Advertisement

GO THERE

Book securely online or call: 877-CALIFORNIA

[HOTELS](#) [TICKETS](#) [PACKAGES](#) [CAR](#) [AIR](#)

-- Select CA Region --

-- Select Neighborhood --

Rooms: Adults: Children:

1 1 0

Check In: Check Out:

mm/dd/yyyy mm/dd/yyyy

[More Options](#) [SEARCH HOTELS](#)



click now to
experience California's
diversity & cultural heritage

Advertisement

FIND A CA DESTINATION

REGION: Any Region

TYPE: Any Type

NAME:

CITY:

[SEARCH](#)



[PRESS ROOM](#) [TRAVEL BASICS](#) [CA STORE](#) [STUDENTS](#) [TRAVEL INDUSTRY](#) [RESEARCH](#) [INTERNATIONAL VISITOR](#) [ASSESSMENT](#)



Home / Things To Do /

THINGS TO DO

There are so many things to do in California. California travel is all about living life to the fullest, and we have more tourist attractions than any other place in the world. So go on, make yourself dizzy.

[TRAVEL ITINERARIES](#) [EVENTS AROUND THE STATE](#) [MUST SEES](#) [THE INSIDE SCOOP](#)

TRAVEL ITINERARIES

We got the inside scoop for you on what to see, what to miss, and how to get around.



Shore to mountain, palms to pines
(Orange County and Desert)

[Read more...](#)



Waves to Wines (North Coast to San Francisco Bay regions)

[Read more...](#)



Wild Rivers and Wildlife (Shasta Cascade to North Coast regions)

[Read more...](#)

[View all itineraries](#)

EVENTS AROUND THE STATE

All the what and when that you'd be interested in

- Feb 14th **Gold Country**
Sacramento: Up Close and Personal at the Zoo
- Feb 16th **Inland Empire**
Kernville: Whiskey Flat Days
- Feb 16th **Desert**
Indio: Riverside County Fair and National Date Festival

[View all events](#)

Sunset presents "THE CALIFORNIA BUZZ"

Discover the state's newest destinations and latest happenings with the travel editors at *Sunset* magazine.

- [California now: Places to go, things to do...](#)
- [Live the Sonoma Coast lifestyle...](#)
- [Shop Little Tokyo in Los Angeles...](#)
- [Explore California's Gold Country...](#)
- [Shop art towns of the North Coast...](#)
- [Plan Ahead: Ski Mammoth Mountain...](#)
- [My California: Karen Sasaki, San Jose...](#)

WANT MORE IDEAS?

- [California Golf](#) [Shop California](#) [California Snow](#)
- [Culture California](#)

LOOKING FOR A GREAT VALUE?

- [Shop California](#) [California Wine Rewards](#)
- [California Rewards Card](#) [CA Fun Spots](#)

TRAVEL IDEAS FROM THE EXPERTS

We've culled together a great list of links to make traveling in California easier. Click to download *Adobe® Acrobat Reader*.

- [Travel Year in Review](#)
- [California Department of Transportation](#)

More ways to SAVE
at CA Fun Spots!



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[HOTELS](#) [TICKETS](#) [PACKAGES](#) [CAR](#) [AIR](#)

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FIND A CA DESTINATION

REGION: Any Region

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[SEARCH](#)



CLICK TO WIN
LIFT TICKETS!

[PRESS ROOM](#) [TRAVEL BASICS](#) [CA STORE](#) [STUDENTS](#) [TRAVEL INDUSTRY](#) [RESEARCH](#) [INTERNATIONAL VISITOR](#) [ASSESSMENT](#)



[Home](#) / [Getting Around](#)

GETTING AROUND

Walk, Run, Meander. A California tourist has all kinds of options using our California maps and listings for rental cars, local airports, public transportation and much more.

[FIND A CA DESTINATION](#) [GO THERE](#)

CALIFORNIA REGIONAL MAPS

[Click to download Adobe's Acrobat Reader](#)



Central Coast

Areas include Monterey, Big Sur, Morro Bay, Santa Barbara, Ventura



Central Valley

Areas include Bakersfield, Merced, Stockton, Davis, Modesto



Desert

Areas include Barstow, Palm Springs, Needles, Mojave, Palm Desert



Gold Country

Areas include Sacramento, Sierra Valley, Auburn, Sonoma

[PDF](#) Sacramento



High Sierra

Areas include Soda Springs, Tahoe, Bishop, Yosemite, Mono Basin, Mammoth Lakes



Inland Empire

Areas include San Bernardino, Riverside, Beaumont, Big Bear City



Los Angeles County

Areas include Los Angeles, Long Beach, Malibu, Pasadena, Burbank

[PDF](#) Los Angeles & Orange County



CALIFORNIA DRIVES 2006

This CA Guide features many excursions around the Golden State and includes day, weekend and wedding itineraries. Compelling photographs and richly detailed maps, that will keep you on the road in California.

[Launch NOXbook](#)



North Coast

Areas include Crescent City, Santa Rosa, Petaluma, Sonoma, Eureka



Orange County

Areas include Santa Ana, Laguna Beach, San Clemente, Anaheim, Huntington Beach



San Diego County

Areas include San Diego, Oceanside, Escondido

[PDF](#) San Diego



San Francisco Bay Area

Areas include Napa, San Francisco, Berkeley, Oakland, San Jose

[PDF](#) San Francisco



Shasta Cascade

Areas include Redding, Chico, Quincy, Lassen

TRANSPORTATION

Airports

- [Burbank Airport](#)
- [Fresno Yosemite International Airport](#)
- [Long Beach Airport](#)
- [Los Angeles International Airport](#)
- [Oakland International Airport](#)
- [Ontario International Airport](#)
- [Sacramento International Airport](#)
- [San Diego Lindbergh Field International Airport](#)
- [San Francisco International Airport](#)
- [San Jose International Airport](#)
- [Santa Barbara Municipal Airport](#)
- [Santa Monica Municipal Airport](#)



Double up everywhere.



CLICK TO WIN
LIFT TICKETS!

[PRESS ROOM](#) [TRAVEL BASICS](#) [CA STORE](#) [STUDENTS](#) [TRAVEL INDUSTRY](#) [RESEARCH](#) [INTERNATIONAL VISITOR](#) [ASSESSMENT](#)

More ways to SAVE
at CA Fun Spots!



CLICK HERE!

Advertisement

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[HOTELS](#) [TICKETS](#) [PACKAGES](#) [CAR](#) [AIR](#)

-- Select CA Region --

-- Select Neighborhood --

Rooms: Adults: Children:

Check in: Check Out:

mm/dd/yyyy mm/dd/yyyy

[More Options](#) [SEARCH HOTELS](#)



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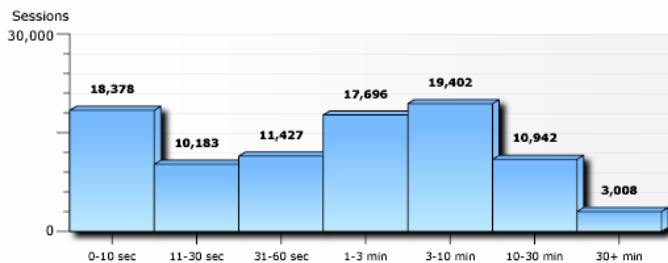
VisitCalifornia.com


Where we are...

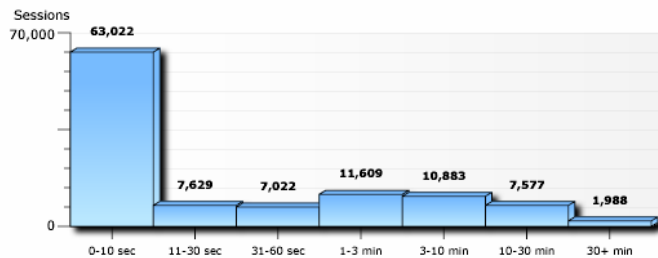
Positive Feedback for Newly launched Web Site

- Leverages the new California branding Campaign
- Site survey shows 84% of respondents feel the site delivers on the expectations of the California brand
- 98% of respondents feel the site is relevant and helpful as a trip planning tool
- Visitors spending more time on site: 66% increase in visitors spending over 1 minute on the site

 **Report: Length of Session**
Date Range: 01/01/2007 - 01/31/2007



 **Report: Length of Session**
Date Range: 12/01/2006 - 12/31/2006



- In February, 4,100 average daily visits as compared to 3,900 for December on archived site
- Decrease in percentage of people leaving the site without clicking to another link
- Based on initial feedback, we have already implemented some changes to the website
- Press has been favorable driving an additional 2,000 unique visitors in one day!

When I visit that home page (visitcalifornia.com) it brings to mind all that I know about California from watching movies and the TV. It makes me want to visit.

*-smileycat
Smileycat Web Design Blog*

VisitCalifornia.com

...Where we are going

Yet, there is more that we are planning to do ...

- Better visibility on Search engines
- Improved internal search functions
- More editorial content:
 - Developing new process for including events (send items to items to: web@visitcalifornia.com)
 - Additional content reflective of the diversity of activities throughout California

**VisitCaliforniaSnow
Web site**

CA Snow

Key Indicators for Campaign Effectiveness

Campaign Elements

- Television
 - 30-second Brand TV
 - Chicago, Atlanta, Houston, Dallas
 - 20:10 Co-op TV with SWA CA Fares tag
- Internet
 - Keyword - National
 - Banner ads – Yahoo, On the Snow, Ski Central, Skinet, Goski
 - email

CA Snow TV effort strongly breaking through to target

- Recall of CA ads much higher than competitive states
 - CA Snow ad 39%
 - Colorado Ski ad 12.3%
 - Utah TV 10.1%
 - Aware respondents were almost twice as likely to report Website visits as those who were unaware
 - Example: In Chicago 13% of those aware visited website, versus 5.3 who were unaware of ads%)

Source: SMARI Advertising Effectiveness 2006

TV ads scored well, relative to competition
with well established, higher funded ad
programs

Creative Evaluation:

	CA	CO	MT	UT
Make you more interested in visiting this state	36	37	34	34
Show experiences & places you are interested in	36	39	35	35
Show a unique vibe & desirable lifestyle	36	37	33	33
Show a good place for a winter vacation	38	41	37	37

- California ad scored well in all areas -
especially for:

*Shows a good place for a winter
vacation.*

Source: SMARI Advertising Effectiveness 2006

TV ads favorably shaping perception of CA Snow product

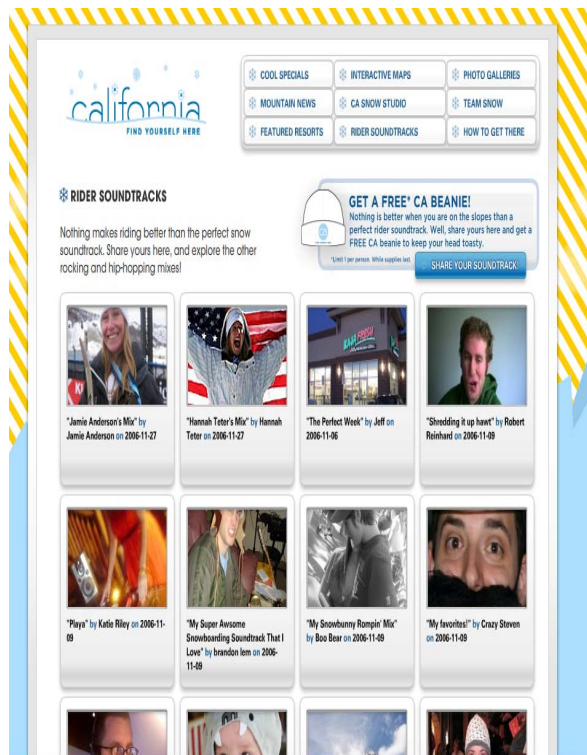
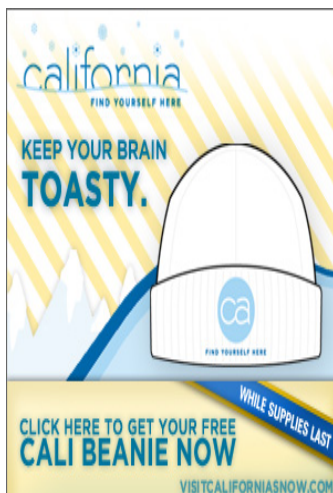
- Consumers had a positive image of California's off-hill activities, while their image of the state's ski-related offerings was weaker
- The ads were effective at boosting ratings for ski-related attributes: snow quality, challenge of the terrain, variety of the terrain, lift lines, weather, family programs, and scenery.

Source: SMARI Advertising Effectivene

Traffic to visitcaliforniasnow.com started slowly, but likely to mirror results from 2006

- In 05/06 – achieved 92,000 visits to site between Nov – April
 - 36,627 visits from Nov – Jan
 - 55,373 visits from Feb - Apr
 - High of 24,361 in February
- 06/07 Slow start likely correlated to weak snow conditions. Creative for banners and keyword was modified to be more retail/promotional in nature – and numbers are improving:
 - 32,756 visits from Nov – Jan
 - February to-date: 27,606
 - 17,000 in a 3-day period – thanks to promotional giveaway of CA Beanie – see next page

Promotional Giveaway drives traffic to visitcaliforniasnow.com (17,000 visits in 3 days)



Interactive advertising drives 30,945 visits to site

- Through January, Keyword campaign accrued 7,780 clicks to website (approx. \$2.50/per click)
- Through January, banner ads accrued 23,165 clicks to website (approx \$6.48/per click)

california

FIND YOURSELF HERE

- ❄️ COOL SPECIALS
- ❄️ MOUNTAIN NEWS
- ❄️ FEATURED RESORTS
- ❄️ INTERACTIVE MAPS
- ❄️ CA SNOW STUDIO
- ❄️ RIDER SOUNDTRACKS
- ❄️ PHOTO GALLERIES
- ❄️ TEAM SNOW
- ❄️ HOW TO GET THERE

Hey, wanna cut tv ads? Ding! Here's the template and when you're done you can submit it for a chance to have it featured on the California Snow homepage!

CA SNOW STUDIO
Step into the studio and cut your own re-mix of our California Snow tv commercial. The best cuts might even reel in a set of free lift tickets.

[CUSTOMIZE YOUR SPOT!](#)



❄️ COOL SPECIALS

MOST RECENT SPECIALS

▶ VIEW ALL COOL SPECIALS



Lodging
Stay & Ski free, just \$59

❄️ FEATURED RESORT

MAMMOTH LAKES

▶ SEE MORE

- 1
- 2
- 3
- 4

http://www.visitcaliforniasnow.com/v2/photo_galleries.php

Microsoft O... Web Access The Breast C...ms for Free Apple (80) Amazon Yahoo! News (1157)

Google



COOL SPECIALS

INTERACTIVE MAPS

PHOTO GALLERIES

MOUNTAIN NEWS

CA SNOW STUDIO

TEAM SNOW

FEATURED RESORTS

RIDER SOUNDTRACKS

HOW TO GET THERE

CA SNOW PHOTO GALLERIES

Here's your chance to share your experiences in the California snow with everyone on the planet and win free lift tickets!



Share your photos online, for a chance to win free California resort lift tickets!

SHARE YOUR PHOTOS!

LATEST WINNER!



"VERY BIG AIR IN NORTH LAKE TAHOE"
SUBMITTED BY JUDY

CHECK OUT THE GALLERIES



YOUR BEST TRICKS
10 Photos



SCENIC SHOTS
12 Photos



FRIENDS & FAMILY
11 Photos



CUTE KIDS
7 Photos

california

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- ❄️ TEAM SNOW
- ❄️ HOW TO GET THERE

❄️ RIDER SOUNDTRACKS

Nothing makes riding better than the perfect snow soundtrack. Share yours here, and explore the other rocking and hip-hopping mixes!



"Jamie Anderson's Mix" by Jamie Anderson on 2006-11-27



"Hannah Teter's Mix" by Hannah Teter on 2006-11-27



"The Perfect Week" by Jeff on 2006-11-06



"Shredding it up hawt" by Robert Reinhard on 2006-11-09



"Playa" by Katie Riley on 2006-11-09



"My Super Awesome Snowboarding Soundtrack That I Love" by brandon lem on 2006-11-09



"My Snowbunny Rompin' Mix" by Boo Bear on 2006-11-09



"My favorites!" by Crazy Steven on 2006-11-09



GET A FREE * CA BEANIE!

Nothing is better when you are on the slopes than a perfect rider soundtrack. Well, share yours here and get a FREE CA beanie to keep your head toasty.

* Limit 1 per person. While supplies last.

SHARE YOUR SOUNDTRACK!



MOUNTAIN NEWS

- **December 8th, 2006**
NORTH TAHOE OFFERS NEW
WINTER TRANSPORTATION
OPTIONS
- **November 26th, 2006**
MAMMOTH MOUNTAIN THE
FIRST SKI RESORT TO OPEN
IN CALIFORNIA
- **November 10th, 2006**
New Snow Site Launches!

- ❄️ COOL SPECIALS
- ❄️ MOUNTAIN NEWS
- ❄️ INTERACTIVE MAPS
- ❄️ CA SNOW STUDIO
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NORTH TAHOE OFFERS NEW WINTER TRANSPORTATION OPTIONS

Posted on: December 8th, 2006

(TAHOE CITY, Calif.) – This winter North Lake Tahoe has implemented a variety of new transportation options, from daily airport shuttles to free, regional evening shuttles and bus services, making it easier for travelers to get to and from the North Tahoe destination and travel through the area's many diverse neighborhoods. "For the first time ever during the winter, visitors and local residents can now move seamlessly throughout the North Lake Tahoe and Truckee regions without having to drive or rent a car," said Executive Director Bill Hoffman of the Incline Village Crystal Bay Visitors Bureau on behalf of the North Lake Tahoe Marketing Cooperative.

The new North Lake Tahoe Express daily airport shuttle service began services November 15 and is available to and from North Lake Tahoe and the Reno-Tahoe International Airport. Since launching, the shuttle service has transported 500 passengers and booked more than \$15,000 in revenue. The North Lake Tahoe Express runs from 3:30 a.m. until 12 midnight. Fares are \$35 per person, one-way, \$60 round trip. Discounts are available for groups of two or more and frequent-user passes are also available. Reservations are required and should be made at least four hours in advance. To make reservations on the 21-passenger shuttles, call 866-216-5222 or book online at www.northlaketahoeexpress.com. The website also offers a route map and specific pick up and drop off locations, many of which are lodging properties within walking distance to area ski resorts and pedestrian villages.



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- ❄ HOW TO GET THERE

CA SNOW STUDIO

❄ VIDEO ❄ MUSIC ❄ FRAME

Ⓢ Drag video clips from this library into the timeline below



Just drag clips from the library on the left into the timeline below and put them in any order you want. Then add a little music and hit submit.



0:00 sec



california

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- HOW TO GET THERE

HOW TO GET HERE

TRAVEL PARTNERS

SOUTHWEST AIRLINES
www.southwest.com

Visit Southwest Online for great fares to California and it's powder-covered peaks today.

UNITED AIRLINES
www.unitedairlines.com

Go to United Online to track down great fares to California's winter wonderlands.



2007 Official State Visitor's Guide and Travel Planner

Distribution 500,000

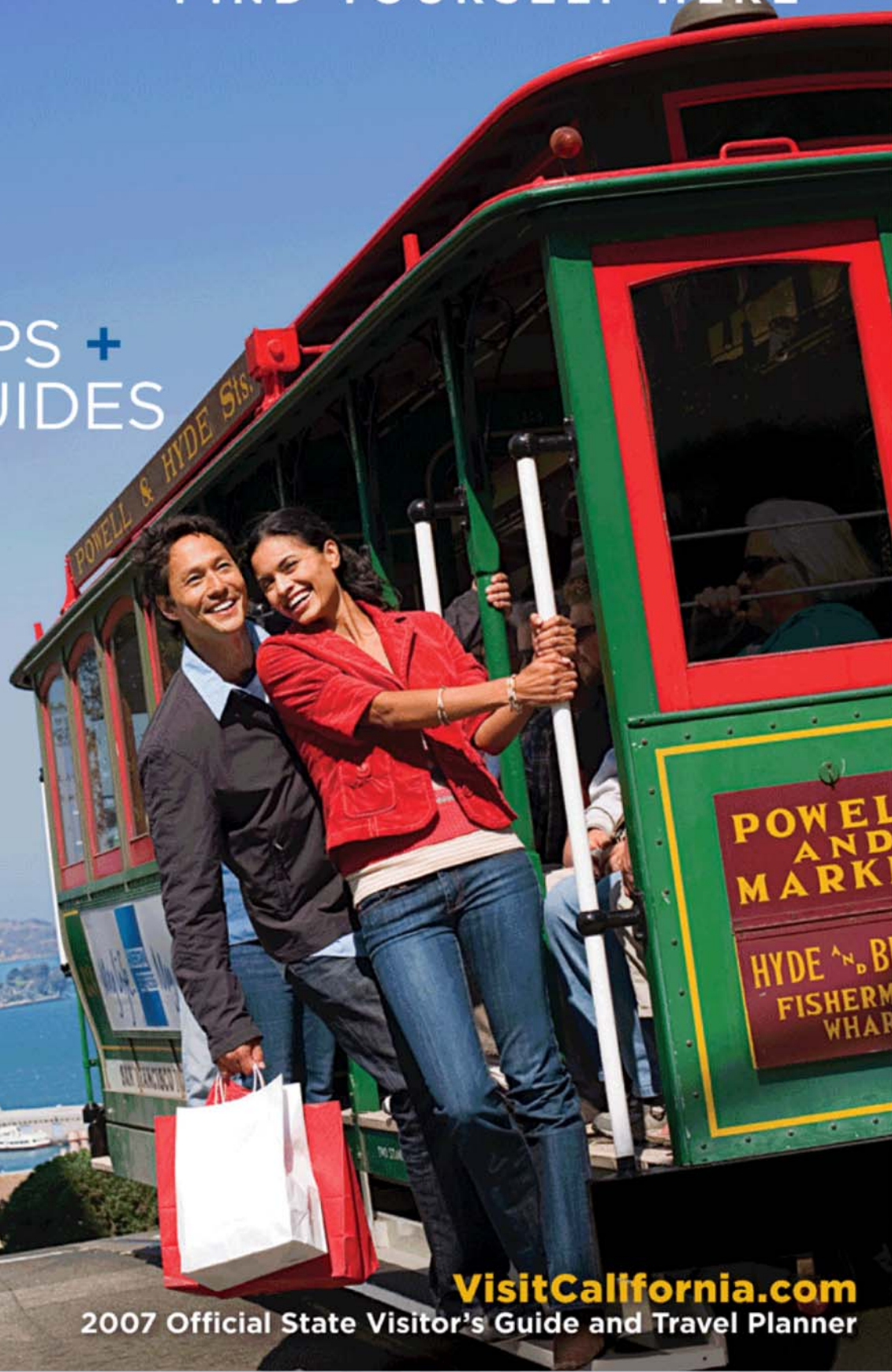
california

FIND YOURSELF HERE

47

NEW MAPS +
DRIVE GUIDES

- Discover
- Taste
- Play
- Enjoy



VisitCalifornia.com

2007 Official State Visitor's Guide and Travel Planner